

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

In India, Radisson owns a number of five-star hotels. In the market for luxury/business hotels, Radisson is losing both market share and revenue. In order to reclaim its market position and revenue, the managing director of Radisson needed to strategically incorporate business and data intelligence.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Identifying KPIs, comparing performance across different hotels, and creating forecasting models for future performance are all part of analysing the performance and efficiency of Radisson Hotels.

Give them a name and a portrait to empathize with your persona.

By analysis, a company can pinpoint areas for improvement, implement changes to improve the customer experience, and boost customer loyalty. It will enhance consumer safety, increase guest or customer happiness, and improve food hygiene

To regain the lost market share, creating an analytics dashboard and story is an effective way to present insights in a visually appealing manner that can help the stakeholders easily understand and act on the insights gained from the data.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?





